

WXII 700 Coliseum Drive Winston-Salem, NC 27106 Main: (336)721-9944 Billing: (410)338-6432

Invoice # Invoice Date Invoice Month Invoice Period 938007-1 08/26/12 August 2012 07/30/12 - 08/26/12

Station Account Executive Sales Office Sales Region WXII Fran Berg Eagle-Washingt National

Advertiser

Obama/D/President

Product Estimate Number

Rate Type

vww.wxii12.com

Billing Address:

Send Payment To:

PO Box 26888

WXII

Greer Margolis Mitchell Burns Attention: Accounts Payable 1010 Wisconsin Ave, Suite 800 Washington, DC 20007

SKED A	l'	1523	
Flight Dates	Order#	Alt Order #	
08/21/12 - 08/27/12	938007	07893644	
Billing Calendar	Billing Type	Deal #	
Broadcast	Cash		
Special Handling	104		
IDB#	Advertiser C	ode Product Code	
9912856	95	101	
Agency Ref	Advertiser Ref		

Lehigh Valley, PA 18002-6888 Spots/ End Date Week Line Start Date Start/End Time Description Length Rate MTWTFSS 1 08/21/12 08/24/12 **NBC Today Show** 7-9am -TWTF---30 3 Weeks: Start Date **End Date MTWTFSS** Spots/Week Rate 08/20/12 08/26/12 -TWTF--\$800.00

Type \$800.00 NM Start/End Time Spots: # Ch Air Time Description Length Ad-ID Rate Type Day Air Date 08/21/12 8:34 AM NBC Today Show 7-9am :30 OFA12A093H \$800.00 NM 1 WXII Tu 3 WXII Th 08/23/12 8:59 AM NBC Today Show 7-9am :30 OFA12G086H \$800.00 NM 2 WXII F 08/24/12 8:27 AM NBC Today Show 7-9am :30 OFA12G086H \$800.00 NM :30 \$50.00 2 08/21/12 08/24/12 M-F WXII News @ 430a 430a-5a -TWTF--2 NM MTWTFSS Spots/Week Rate Weeks: Start Date End Date 08/20/12 08/26/12 -TWTF--\$50.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type :30 OFA12G086H 1 WXII Tu 08/21/12 4:44 AM M-F WXII News @ 430a 430a-5a \$50.00 NM :30 OFA12A093H Th 4:43 AM M-F WXII News @ 430a 430a-5a \$50.00 NM 2 WXII 08/23/12 \$300.00 NM 3 08/25/12 08/25/12 WXII 12 Sa/Su News at 66-8am ----5-:30 1 End Date Spots/Week Rate MTWTFSS Weeks Start Date 08/20/12 08/26/12 ----S-\$300.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type :30 OFA12G086H 1 WXII Sa 08/25/12 7:38 AM WXII 12 Sa/Su News at 6am 6-8am \$300.00 NM 4 08/26/12 08/26/12 **NBC Sunday Today** 8-9am :30 \$600.00 ----5 Weeks: Start Date **End Date** MTWTFSS Spots/Week Rate

Spots: # Ch Air Time Description Start/End Time Length Ad-ID Day Air Date 1 WXII 08/26/12 8:25 AM NBC Sunday Today 8-9am :30 OFA12G086H \$600.00 NM Su 5 08/21/12 08/24/12 -TWTF--:30 \$250.00 NM Live with Regis & Kelly 9-10AM MTWTFSS Start Date **End Date** Rate Weeks Spots/Week 08/20/12 08/26/12 -TWTF--\$250.00

----S

08/20/12

08/26/12

Spots: # Ch Start/End Time Length Ad-ID Rate Type Day Air Date Air Time Description :30 OFA12G086H 9-10AM \$250.00 NM 2 WXII Tu 08/21/12 9:54 AM Live with Regis & Kelly :30 OFA12G086H 1 WXII W 08/22/12 9:42 AM Live with Regis & Kelly 9-10AM \$250.00 NM 08/23/12 :30 OFA12A093H 9-10AM \$250.00 NM 4 WXII Th 9:30 AM Live with Regis & Kelly :30 OFA12A093H \$250.00 NM 3 WXII F 08/24/12 9:59 AM Live with Regis & Kelly 9-10AM

\$600.00



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938007-1	08/26/12	August 2012	07/30/12 - 08/26/12
Advertiser	Produ	uct	Estimate Number
Obama/D/Preside			

ww.wxii12.com										
							Spots/			
ine Start Date	End Date	Description	1	Start/End Time	MTWTFSS	Length	Week	Rate	Туре	
6 08/21/12	08/24/12	NBC Today	y Show II	10A-12N	-TWTF	:30	4	\$100.00	NM	
Weeks:	Start Date 08/20/12	End Date 08/26/12	MTWTFSS -TWTF	Spots/Week 4	<u>Rate</u> \$100.00	<del></del>		<del>, , , , , , , , , , , , , , , , , , , </del>		
Spots: # Ch			Time Descript	•	Start/End Time	Lenath	Ad-ID			Rate Tyr
2 WX			9 AM NBC To		10A-12N		OFA12A093H	ļ		\$100.00 N
3 WX	II W 08		2 AM NBC To		10A-12N	:30	) OFA12A093H	1		\$100.00 N
4 WX	II Th 08	/23/12 11:4 <sup>9</sup>	9 AN NBC To	day Show II	10A-12N	:30	) OFA12G086H	1		\$100.00 N
1 WX	II F 08	/24/12 10:56	6 AM NBC To	day Show II	10A-12N	:30	) OFA12G086H	l		\$100.00 N
8 08/21/12	08/24/12	M-F WXII 1	12 News @ N	o:12-1pm	-TWTF	:30	4	\$250.00	NM	
Weeks:	Start Date 08/20/12	End Date 08/26/12	MTWTFSS -TWTF	Spots/Week 4	Rate \$250.00					
Spots: # Ch	Day Air		Time Descript	•	Start/End Time	Length	Ad-ID			Rate Typ
3 WX				II 12 News @ Noon	12-1pm		OFA12G086H	)		\$250.00 N
1 WX				(II 12 News @ Noon	12-1pm	:30	) OFA12G086H	)		\$250.00 N
2 WX	II Th 08			(II 12 News @ Noon	12-1pm	:30	) OFA12A093H	Ì		\$250.00 N
4 WX	II F 08	/24/12 12:29	9 PM M-F WX	(II 12 News @ Noon	12-1pm	:30	) OFA12A093H	1		\$250.00 N
10 08/21/12	08/24/12	M-F 1-2P		1-2P	-TWTF	:30	1	\$300.00	NM	
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate					
Spots: # Ch	08/20/12 Day Air	08/26/12 Date Air T	-TWTF Fime Descript	1 tion	\$300.00 Start/End Time	Longil	Ad-ID			Poto Tu
3pots. <u>#</u> Cri 1 WX			9 PM M-F 1-2		1-2P		) OFA12A093H	1		Rate Tyr \$300.00 N
										<del></del>
11 08/21/12	08/24/12		N COOPER	2-3P	-TWTF	:30	4	\$100.00	NM 	
Weeks:	Start Date 08/20/12	End Date 08/26/12	MTWTFSS -TWTF	Spots/Week 4	<u>Rate</u> \$100.00					
Spots: # Ch			Time Descrip	<u>tion</u>	Start/End Time	Length	Ad-ID			Rate Tyr
2 WX			9 PM ANDER	SON COOPER	2-3P	:30	) OFA12G086H	]		\$100.00 N
3 WX				SON COOPER	2-3P		) OFA12A093H			\$100.00 N
1 WX				SON COOPER	2-3P		) OFA12G086H			\$100.00 N
4 WX	(II F 08	/24/12 2:39	9 PM ANDER	SON COOPER	2-3P	:30	) OFA12G086H	1		\$100.00 N
12 08/21/12	08/24/12	M-F 3-4P		M-F 3-4P	-TWTF	:30	4	\$250.00	NM	
Weeks:	Start Date 08/20/12	End Date 08/26/12	MTWTFSS -TWTF	Spots/Week 4	<u>Rate</u> \$250.00					
Spots: # Ch			Time Descrip		Start/End Time	Lenath	Ad-ID			Rate Tyr
			3 PM M-F 3-4		M-F 3-4P		OFA12A093H			\$250.00 N
3 WX	II W 08	/22/12 3:3 <sup>-</sup>	1 PM M-F 3-4	P	M-F 3-4P	:30	) OFA12G086H	l		\$250.00 N
4 WX	(II Th 08	/23/12 3:5	8 PM M-F 3-4	P	M-F 3-4P	:30	) OFA12A093H	1		\$250.00 N
1 WX	(II F 08	/24/12 3:4	8 PM M-F 3-4	P	M-F 3-4P	:30	) OFA12A093H			\$250.00 N
13 08/21/12	08/24/12	M-F WXII	12 News @ 5	p 5-6pm	-TWTF	:30	4	\$600.00	NM	
Weeks:	Start Date 08/20/12	End Date 08/26/12	MTWTFSS -TWTF	Spots/Week 4	Rate \$600.00				-	
Spots: # Ch			Time Descrip	•	Start/End Time	Length	Ad-ID			Rate Tyr
				(II 12 News @ 5 pm	5-6pm		) OFA12G086	t		\$600.00 N
				(II 12 News @ 5 pm	5-6pm	:30	) OFA12A093H	ı		\$600.00 N
				(II 12 News @ 5 pm	5-6pm	:30	) OFA12G086+	ı		\$600.00 N
					•					
4 WX	(II F 08	/24/12 5:1:	3 PM M-F WX	(II 12 News @ 5 pm	5-6pm	:30	OFA12G086	<u> </u>		\$600.00 N



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938007-1	08/26/12	August 2012	07/30/12 - 08/26/12
<u>Advertiser</u>	Produ	ct	Estimate Number

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ine Start Date	End Dat	e Desc	cription	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Туре	
16 08/21/12	08/24/12	2 <b>M</b> -F	WXII 12 News @	) 6 p6-630pm	-TWTF	:30	4	\$800.00	NM	
Weeks:	Start Date 08/20/12	e <u>End D</u> 08/26/		Spots/Week 4	<u>Rate</u> \$800.00					
Spots: # Ch		Air Date	Air Time Desc	<u>cription</u>	Start/End Time	<u>Lengt</u>	h <u>Ad-ID</u>			Rate Type
1 WX		08/21/12	6:22 PM M-F	WXII 12 News @ 6 pm	6-630pm	:3	O OFA12A093i	4		\$800.00 NM
2 WX		08/22/12		WXII 12 News @ 6 pm	6-630pm		O OFA12G086			\$800.00 NM
3 WX		08/23/12		WXII 12 News @ 6 pm	6-630pm		0 OFA12A093i			\$800.00 NM
4 WX	(II F	08/24/12	6:20 PM M-F	WXII 12 News @ 6 pm	6-630pm	:3	O OFA12A093	4		\$800.00 NN
17 08/25/12	08/25/12	2 Sa W	VXII 12 News @	6 рп6-630рт;	S-	:30	1	\$400.00	NM	
Weeks:	Start Date 08/20/12	e <u>End D</u> 08/26/		Spots/Week 1	<u>Rate</u> \$400.00					
Spots: # Ch	Day !	Air Date	Air Time Desc		Start/End Time	<u>Lengt</u>	<u>h</u> <u>Ad-ID</u>			Rate Type
1 WX	II Sa (	08/25/12	6:23 PM Sa V	VXII 12 News @ 6 pm	6-630pm;	:3	0 OFA12A093	4		\$400.00 NM
18 08/26/12	08/26/12	2 Su W	VXII 12 News @	6 рп6-630рт	S	:30	2	\$500.00	NM	
Weeks:	Start Date 08/20/12	e <u>End D</u> 08/26/		Spots/Week 2	<u>Rate</u> \$500.00					
Spots: # Ch	Day 4	Air Date	Air Time Desc	ription	Start/End Time	<u>Lengt</u>	h <u>Ad-ID</u>			Rate Type
1 WX	ill Su (	08/26/12	6:14 PM Su V	VXII 12 News @ 6 pm	6-630pm	:3	O OFA12A093	4		\$500.00 NN
2 WX	II Su (	08/26/12	6:27 PM Su V	VXII 12 News @ 6 pm	6-630pm	:3	0 OFA12G086	4		\$500.00 NM
19 08/21/12	08/24/12	2 Insid	e Edition	7-730pm	-TWTF	:30	3	\$800.00	NM	
Weeks:	Start Date 08/20/12	e End D 08/26/		Spots/Week 3	<u>Rate</u> \$800.00					
Spots: # Ch	<u>Day</u>	Air Date	Air Time Desc	<u>cription</u>	Start/End Time	<u>Lengt</u>	h Ad-ID			Rate Type
3 WX	III Tu (	08/21/12	7:21 PM Insid	e Edition	7-730pm	:3	O OFA12G086	4		\$800.00 NN
2 WX	a w	08/22/12	7:12 PM Insid	e Edition	7-730pm	:3	O OFA12A093	4		\$800.00 NN
1 WX	II F	08/24/12	7:21 PM Insid	e Edition	7-730pm	:3	0 OFA12G086	4		\$800.00 NA
20 08/21/12	08/24/12	2 Ente	rtainment Tonigl	nt 730-8pm	-TWTF	:30	4	\$600.00	NM	
Weeks:	Start Date 08/20/12	e End D 08/26/		Spots/Week 4	<u>Rate</u> \$600.00		•			
Spots: # Ch	Day ,	Air Date	Air Time Desc	ription	Start/End Time	Lengt	h <u>Ad-ID</u>			Rate Type
3 WX	(II Tu (	08/21/12	7:48 PM Ente	rtainment Tonight	730-8pm	:3	O OFA12A093	4		\$600.00 NM
1 WX	a w	08/22/12	7:41 PM Ente	rtainment Tonight	730-8pm	:3	O OFA12G086	4		\$600.00 NM
2 WX	(II Th	08/23/12	7:48 PM Ente	rtainment Tonight	730-8pm	:3	O OFA12G086	H		\$600.00 N
4 WX	(II F	08/24/12	7:47 PM Ente	rtainment Tonight	730-8pm	:3	0 OFA12A093	Н		\$600.00 N
21 08/25/12	08/25/12	2 Ente	rtainment This V	Veek 7-8pm	5-	:30	1	\$300.00	NM	
Weeks:	Start Dat 08/20/12			Spots/Week 1	<u>Rate</u> \$300.00					
Spots: # Ch	<u>Day</u>	Air Date	Air Time Desc		Start/End Time	,	h <u>Ad-ID</u>			Rate Typ
1 W2	(II Sa	08/25/12	7:37 PM Ente	rtainment This Week	7-8pm	:3	O OFA12G086	H		\$300.00 N
22 08/21/12	08/26/12	2 M-Si	WXII 12 News	@ 1:11-1135pm	-TWTFSS	:30	3	\$800.00	NM	
Weeks:	Start Dat 08/20/12				<u>Rate</u> \$800.00					
Spots: # Ch	Day	Air Date	Air Time Desc	cription	Start/End Time		h Ad-ID			Rate Typ
2 WX	(II Tu	08/21/12		u WXII 12 News @ 11 p		:3	O OFA12G086	Н		\$800.00 NA
3 WX		08/22/12		u WXII 12 News @ 11 p			O OFA12A093			\$800.00 NA
1 WX	(II Th	08/23/12	11:22 DM M C	u WXII 12 News @ 11 p	m 11-1135pm	-3	O OFA12A093	Н		\$800.00 NN



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938007-1	08/26/12	August 2012	07/30/12 - 08/26/1:	
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	In. d	<del> </del>		
<u>Advertiser</u>	<u> Produ</u>	<u>uct</u>	Estimate Number	

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								Spots/			
ine Start	Date	End Date	Description	on	Start/End Time	MTWTFSS	Length	Week	Rate	Туре	
23 08/21	/12	08/24/12	NBC Toni	ight Show	1135pm-1237am	-TWTF	:30	2	\$300.00	NM	
Week		Start Date 08/20/12	End Date 08/26/12	MTWTFSS -TWTF	Spots/Week 2	<u>Rate</u> \$300.00					
Spots	: # Ch	Day Air	Date Air	Time Descri	ption	Start/End Time	Leng	h Ad-ID			Rate Type
•	2 WX		/21/12 12:	31 AM NBC T	onight Show	1135pm-1237an	n :3	OFA12A09	3н		\$300.00 NM
	1 WX	II W 08/	/22/12 12:	08 AM NBC T	onight Show	1135pm-1237an	n :3	0 OFA12G086	БН		\$300.00 NM
24 08/25	5/12	08/25/12	NBC Satu	urday Night Li	ve 1130pm-1am	S-	:30	1	\$700.00	NM	
Week		Start Date 08/20/12	End Date 08/26/12	MTWTFSS	Spots/Week 1	<u>Rate</u> \$700.00				<u> </u>	
Spots	: # Ch			Time Descri	otion	Start/End Time	Leng	h Ad-ID			Rate Type
	1 WXII Sa 08/25/12			aturday Night Live	1130pm-1am		0 OFA12A09	3н		\$700.00 NM	
						Total Spots		53			

Payment Terms 30 Days

 Gross Total
 \$23,300.00

 Agency Commission
 \$3,495.00

 Net Amount Due
 \$19,805.00